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# Farm Broadcasters Letter

Letter No. 2398

U.S. SENATE, WASH.

Feb. 3, 1989



YEUTTER CONFIRMATION -- Clayton Yeutter enters the room for his confirmation hearing with Sen. Robert Dole (R-Kans.) and Sen. Patrick J. Leahy (D-Vt.) USDA Radio and TV covered Yeutter's Feb. 2 hearing before the Senate Committee on Agriculture, Nutrition and Forestry. (USDA Photo by Larry Rana.)

USDA WORKERS -- Ever wonder how many people work for USDA? A reporter did several weeks ago, so we checked. As of Dec. 31, 1988, 112,031 people worked for USDA nationwide; 12,329 in the Washington, D.C., area. There were 90,409 full-time employees nationwide. USDA is the fourth largest federal employer. Department of Defense is first, followed by the Veterans Administration and the Department of Treasury. Source: Brad Foote (202) 447-3185.

"AG EXPORTER" is the new name of the monthly magazine USDA's Foreign Agricultural Service publishes. The name better reflects the contents of the periodical, formerly called "Foreign Agriculture," according to Managing Editor Lynn Goldsborough. The latest issue off-press is about export markets and opportunities for U.S. farm commodities. For media copies or subscriptions, call Lynn Goldsborough on (202) 382-9442.

WORLD GRAIN RESERVES -- According to the December issue of Food Outlook by the U.N.'s Food and Agriculture Organization, poor harvests caused by a string of natural disasters led to a nearly 30 percent drop in world grain reserves last year. This is the first time in 20 years stocks have fallen below levels considered safe. Emergency grain reserves now stand at an estimated 275 million tons, or about 16 percent of what the world eats yearly. The safe level following poor harvests is 18 percent. FAO contact: James Hill (202) 653-2458.

FARM SURVEY: USDA will begin a major survey of production costs and financial conditions on the nation's farms on Feb. 13. During the survey, which will run from Feb. 13 to March 31, USDA will contact 26,000 farmers and ranchers in every state except Alaska and Hawaii. Data from the survey are used in updating cost-of-production estimates that serve as benchmarks in setting farm price supports. For a survey press packet, call Marci Hilt (202) 447-6445. Contact: Eric Van Chantfort (202) 786-1494.

LIST, TAKE TWO -- So far, two readers (Don Collins of Resource Washington and Stu Ellis of WSOY Radio) were sharp-eyed enough to find the "intentional" error we put in the listing of former secretaries of agriculture. As we all know, John Block is not from California. Here's the "updated" list:

#### SECRETARIES OF AGRICULTURE

Norman Jay Colman	Feb. 15, 1889	- March 6, 1889	Missouri
Jeremiah McLain Rusk	March 6, 1889	- March 6, 1893	Wisconsin
Julius Sterling Morton	March 7, 1893	- March 5, 1897	Nebraska
James Wilson	March 6, 1897	- March 5, 1913	Iowa
David Franklin Houston	March 6, 1913	- Feb. 2, 1920	Missouri
Edwin Thomas Meredith	Feb. 2, 1920	- March 4, 1921	Iowa
Henry Centwell Wallace	March 5, 1921	- Oct. 25, 1924	Iowa
Howard Mason Gore	Nov. 22, 1924	- March 4, 1925	West Virginia
William Marion Jardine	March 5, 1925	- March 4, 1929	Kansas
Arthur Mastick Hyde	March 6, 1929	- March 4, 1933	Missouri
Henry Agard Wallace	March 4, 1933	- Sept. 4, 1940	Iowa
Claude Raymond Wickard	Sept. 5, 1940	- June 29, 1945	Indiana
Clinton Presbe Anderson	June 30, 1945	- May 10, 1948	New Mexico
Charles Franklin Brannan	June 2, 1948	- Jan. 20, 1953	Colorado
Ezra Taft Benson	Jan. 21, 1953	- Jan. 20, 1961	Utah
Orville Lothrop Freeman	Jan. 21, 1961	- Jan. 20, 1969	Minnesota
Clifford Morris Hardin	Jan. 21, 1969	- Nov. 17, 1971	Nebraska
Earl Lauer Butz	Dec. 2, 1971	- Oct. 4, 1976	Indiana
John Albert Knebel	Nov. 4, 1976	- Jan. 20, 1977	Virginia
Bob Bergland	Jan. 23, 1977	- Jan. 20, 1981	Minnesota
John Rusling Block	Jan. 23, 1981	- Feb. 14, 1986	Illinois
Richard Edmund Lyng	March 7, 1986	- Jan. 21, 1989	California

HOUSTON SEAPORT CONFERENCE -- USDA is inviting air, sea and land transportation leaders from the U.S., the Caribbean Basin and Latin America to a seaports connection conference to be held April 5-7 at the Hyatt Regency Hotel, Houston, Texas. Ag trade in non-traditional products has increased 14 to 17 percent each year since the Caribbean Basin Initiative was implemented in 1983. Contact: Vic Muniec (202) 653-7883.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1652 -- One gourmet crop that is mushrooming in popularity is the mushroom. George Holmes explores the world of fungi. (Weekly 13-172 min. documentary.)

AGRITAPE/FARM PROGRAM REPORT #1641 -- USDA News Highlights; embryo transfer; unique U.K. wood promotion; another conservation reserve signup; Soviet potato woes. (Weekly reel of news features.)

CONSUMER TIME #1132 -- Out of wood? Helping overweight youth; Black families at crossroads; more troubles for Soviet consumers; invasion of the salad bars. (Weekly reel of 2 1/2-3 min. features.)

UPCOMING -- Thurs., Feb. 9, U.S. Crop Production, Soviet Crop Outlook, World Supply & Demand; Friday, Feb. 10, Honey Production, Farm Labor Statistics, World Crop/Grain Report, World Oilseed Situation, World Cotton Situation; Tuesday, Feb. 14, Crop/Weather Update, Ag. Resources Outlook; Wed., Feb. 15, Milk Production; Thurs., Feb. 16, Cattle on Feed Report; Fri., Feb. 17, Ag. Outlook. Monday, Feb. 20, Federal Holiday; Tues. Feb. 21, Catfish Production, Crop/Weather Update, Wheat Outlook.

Dial the USDA Radio Newsline (202) 488-8358 or 8359. Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE

DOWN TO EARTH, AGRICULTURAL UPDATE and USDA NEWS SERVICE are available on satellite Westar IV, audio 6.2 or 6.8. Here is the transmission schedule:

Thursdays -- AG UPDATE/USDA NEWS SERVICE, 7:30-7:45 p.m., EST, Transponder 12D

Saturdays -- DOWN TO EARTH, 10-10:30 a.m., EST, Transponder 10D  
ORIGINAL AG UPDATE/USDA NEWS SERVICE, 10:30-11:15 a.m., EST,  
UPLINK Transponder 10D

Mondays -- DOWN TO EARTH, 8-8:30 a.m., EST, Transponder 12D  
REPEAT AG UPDATE/USDA NEWS SERVICE, 8:30-9:15 a.m., EST,  
UPLINK Transponder 12D

OFF MIKE

WHY...go south when if one waits long enough warm weather will arrive at your doorstep, but in late January? Jack McConnell (KAWL, York, Neb.) says the 70 degree temperatures were enjoyed, but problems await. Says there hasn't been enough moisture to break down herbicides, that a switch from corn to soybeans could thus impact a bean crop, and that conditions are right for an outbreak of aflatoxin. Farm broadcasters will likely have a heightened key role this year, it's gonna take sharp producers operating with timely information to make it in 1989.

FAST RECOVERY ... from similar conditions have occurred in the past, says Pat Keliher (WAXX Eau Claire, Wis., retired), if usual spring rains occur. Says bad crops seldom occur two years in a row, at least for the same reason.

MARCH 20 ... is National Agriculture Day. What plans are being made in your area?

Farm Broadcasters Letter  
Radio and Television, Rm. 410-A  
Office of Information, OGPA  
U.S. Department of Agriculture  
Washington, D.C. 20250-1300

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QUICK ... what are the two largest single country markets for U.S. farmers? First is Japan, \$7.3 billion. Second is Korea with \$2.2 billion; Korea was fourth in 1987, imported 32 percent more to reach second place. U.S. exports to Korea will jump again this year. U.S. total exports now take about 33 percent of the nation's acreage.

17,400 ... radio programs and 3,000 TV shows is the record of Murray Cox (WFAA Dallas, Texas, retired) says Layne Beaty (USDA, retired). Layne and Murray were once competitors in Dallas. Murray noted in a recent letter to Layne that Murray's programs helped pay the station's bills, contributing over \$2 million. Farm broadcasting will do that. Layne says he's enjoying the weather we're having across the nation -- from his winter digs in southern California.

*Vic Powell*

VIC POWELL, Chief, Radio and Television Division